

THE BLOOMFIELD CITIZEN

A WEEKLY JOURNAL
of
LOCAL NEWS AND HOME READING.
PUBLISHED AT
BLOOMFIELD, ESSEX CO., NEW JERSEY,
BY THE
Bloomfield Publishing Company.

2000 a Year, in advance. Single Copies, 5c.

THE EDITORIAL AND NEWS DEPARTMENTS ARE UNDER
THE SUPERVISION OF A BOARD OF DIRECTORS, WHO
WILL BE RESPONSIBLE FOR THE CONTENTS OF THE
NEWSPAPER.

SUBSCRIPTIONS, ADVERTISEMENTS AND COMMUNI-
CATION OF ANY KIND, SHOULD BE ADDRESSED TO
"THE BLOOMFIELD CITIZEN," P. O. Box #60, BLOOM-
FIELD, NEW JERSEY. OUR OFFICE IS OVER THE
POST OFFICE.

ALL COMMUNICATIONS SHOULD BE ACCOMPANIED BY
THE AUTHOR'S NAME, IN BLOCK LETTERS, OR THE
PUBLICATION, REFERRED TO UNAVAILABLE ARTI-
ICLES, HAVING PROPER STAMP AND ADDRESS, WILL
BE RETURNED.

WHILE IT IS THE FULL INTENTION OF THE EDITOR
TO ALLOW THE LARGEST LIBERTY TO CONTRIBUTORS,
IT MUST BE DISTINCTLY UNDERSTOOD THAT
WE DO NOT THEREBY ENDORSE THEIR OPINIONS,
OR ARE IN ANY WAY RESPONSIBLE FOR THEM.

NEWS ITEMS, NOTICES AND REPORTS MUST BE SENT
TO THE OFFICE NOT LATER THAN THURSDAY EVEN-
ING OF EACH WEEK, IF THEY ARE TO APPEAR
IN THE CURRENT NUMBER.

TRANSMISSION FEES FIFTY CENTS FOR EIGHT LINES,
EACH INSERTION. FOR LARGER SPACES AND PRE-
MATURE RATES, APPLY AS ABOVE.

The Holidays.

With the end of each year comes the holiday season, when, with one accord, all unite to seek that pleasure which comes from a relaxation of the daily toil and cares which form so large a part of our lives.

Families which have been separated are re-united; old friends meet again after many days, and all things combine to increase good feeling and happiness.

Christmas means more to Americans than any other holiday we have. Washington's Birthday is not often kept by any public demonstration. Decoration Day has its own peculiar significance, which tends rather to a quiet remembrance of the devotion of the patriotic dead. Fourth of July is given over to noise and the irrepressible small boy, and Thanksgiving has come to be largely a matter of dining out. But holiday week is full of public and private entertainments, and its enjoyment is well nigh universal.

The habit of making gifts at Christmas time has greatly increased in past years, until it is no longer confined to toys for the children or articles of use and comfort for the sick and needy.

No one who travels on the crowded trains in these December days can fail to observe how much time and strength and money are consumed in this way, and men of moderate means have learned to regard with dread these annual demands upon their pocketbooks, which follow so closely upon their coal bills and other winter expenses. It is a trite saying that "we should be just before we are generous," and no one has a right to exercise the pleasure of giving costly presents who cannot do so without impairing his ability to meet all the just claims and obligations which he has already assumed.

We can think of no more useful and worthy method of celebrating the close of another year than for each man to determine that, so far as is practicable, he will pay up all his outstanding bills and debts. This would not require such a vast outlay of money as would at first thought seem necessary, for most people are creditors as well as debtors, and so they would be likely to receive as much as they paid out, and the result would be that a vast amount of indebtedness would be cancelled.

We suggest this method of doing good, which we know is neither brilliant nor original, because we fear that by reason of its simplicity and homeliness it is quite likely to be passed over and forgotten, and because it seems to us an admirable way of fulfilling the injunction, "Do unto others as ye would that they should do unto you."

Pulpit Advertisements.

Among the various methods employed in these times for the payment of church debts from collections to church fairs, our very obvious way of raising money seems to have escaped the notice of one church.

For years it has been the custom in many—may we say most churches—to read notices from the pulpit. These notices were, at the start, probably confined to the services of the church, but have been gradually extended, until now we hear from the pulpit, notices of almost all the public entertainments for the week. Pulpit advertising is growing in popularity, and naturally, as it combines the requisites of cheapness and publicity. This system of free advertising, however, is unfair to the press; the newspaper must charge for advertising, but the pulpit works for nothing. It is alleged by some that this pulpit advertising is done in retaliation on the press for printing sermons and religious articles without charge. This seems to us hardly probable. However, we presume that the newspapers would willingly agree to make a reasonable charge for the printing of sermons, if the churches would reciprocate by charging for their advertisements.

Now will the churches be without precedent in this thing? We all remember the remarkable advertising sermon preached at the text, "He played on a harp of a thousand strings, the spirit of just men made perfect." To be sure the genius who preached that sermon was not appreciated

then, but what man that is in advance of his age is understood. We are sure that this custom, if introduced by some popular preacher, would meet immediate favor, and properly managed would reduce the church debts and lighten the burden of the congregations. This plan has other merits, which will occur to the more thoughtful man immediately. It would vary the monotony of some church services to have an hour given to an advertisement of Dixon's Ice Cream, Stoumenburgh's cloth ing and Radway's Ready Relief, inter-spersed with a puff of Ivory Soap, and Morgan's Sapolio, with an occasional reference to the latest theatrical sensation.

What should be the rates for advertising, would be a question of mere detail. We would suggest that they should be graduated according to the matter. An advertisement of a theatrical company being rated high and that of a fireman's ball low. If the churches will but adopt this plan, we will give them all the benefit of our experience in procuring advertisements, and we doubt not that the experience gained in one year will fully satisfy the trustees that they have been neglecting a very fruitful source of revenue.

Love-Making.

Moderation is the genius of success. "Hold fast the golden mean," sings Horace; but the world shoulders him aside, and grasps the bubbles of vanity. Shall it be the maiden with the brown stone front, or the nut-brown maid with the castle in the clouds? Shall youth, or beauty, or jolly spirits carry off the palm, or shall society mete out its awards according to desert and previous respectability? Tom grasps the puzzle in his upraised hand. Full of the inspiration of success, he pushes up the thirteen, draws down the twelve, pushes one side the fifteen, and misses the solution by a hair.

The whole world is interested in the solution; else why so many novels? All the world loves a lover. He is so gallant, so strong, so devoted, so full of the mine of life; doesn't care a cent, so he only gains the object of his affections. All for love, is the motto of the novelist. No balancing of rival claims; no question of self-interest; no question of past, present, or future. Be sure you're right and go ahead. How sure they all are; Miss Hubbard, the daughter of ex-Governor Hubbard; Miss Victoria Morosini, and all the rest of her name; and later Miss Willard, who gave out her invitations to a grand wedding, gathers her dresses and presents, then follows the promptings of love South with another man.

But then there are people, who know you, know, if people would only take advice. The gifted Bulwer, for instance, who calls us dulcinea dulcissimum; dearest, sweetest, little pussy, dearest biddy and like pet names, albeit the experience of a year or so taught the enduring pain that distance lends enchantment. And George Eliot, how sweet to meet, and then after a time to part. You see love is experimental, as well as intuitive. But the gift of reason is proof against mistake—as for instance Charles Sumner, a bachelor for a time—but a grec widow after a season. But we forsooth! Life has its necessary perils. Heaven forbids their shadow should long dwell upon our path. But lest any should doubt we hasten to give the true solution of the absorbing problem.

Take one part of sentimentality, add thereto a trifle of worldliness, with a general desire to get something for nothing, throw in a few accomplishments, a heap of money, considerable selfishness, and an ignorance of business and housekeeping, and you have one of them. Like the salad described by Horace, called "e pluribus unum," a general mess composed of a good many crude materials. The general cussedness known as lovers' trials may easily be made by giving the combination a stir or two.

N.H.—If this does not meet the requirements of the case, buy the last new novel and study it with becoming docility.

Tempest-tossed humanity may also be seen from the pit—the tempest about the teapot comes afterwards.

Lundborg's Perfume, Etcetera.
Lundborg's Perfume, Marcella Niel Rose.
Lundborg's Perfume, Alpine Violet.
Lundborg's Perfume, Lily of the Valley.

Dr. A. E. Sheets,

Surgeon Dentist,

466 Broad Street,

Cor. Orange, Newark, N. J.

A Set of Teeth Warranted the
Best and Newest Moulds,
Only \$10.00.

CHEAPER SETS IF DESIRED.

Some Made Over Goodas New, \$4; Gold Fillings a Specialty, \$1.50 up; Silver and Platinum 75c. up; Teeth Extracted, 50c.

All Work Warranted as Represented.

Office Hours—8:30 A. M. to 5 P. M.

Christmas Presents.

MARTIN R. DENNIS & CO.

739 Broad Street,

Newark, N. J.

Offer Unparalleled Bargains for the season of 1884.

First in Importance come the

BOOKS!

All the standard Popular Novels, Memoirs, Travels, Sets of Famous Dickens, Thackeray, Waverley, Macaulay, etc.

GIFT BOOKS in fine bindings and superbly illustrated.

Books of the best, the most interesting kind. We guarantee all prices to be as low as not lower than the city.

Everyone knows that DENNIS & CO. always have the

best books in stock.

CHRISTMAS CARDS

Persons that use the greatest care in selecting them can never find time and trouble buying here, as the cards, poor either in design or finish, are carefully examined.

Photograph Albums in Leather and Cloth.

Imported Bric-a-brac in brass, artistic pottery, ivory, bronze, etc.

Prayer Books, Card Cases and exquisite sets of Prayer Books and Hymnals.

Gold Pen and Fancy Pencils, Paper Glasses and Ink.

Family Bibles in all styles.

Elegant Stationery in many boxes.

Almond Almonds and Scrap Books.

There is something for every taste, and the prices are sure to suit at

DENNIS' BOOK STORE

NEXT TO POST OFFICE.

W. COTTER,

PHOTOGRAPHER,

Cadmus Building,

Cor. Washington St. and Bloomfield Ave.,

BLOOMFIELD, N. J.

THE GREATEST AND THE BEST.

The Large Double Weekly.

Religious and Secular.

THE NEW YORK OBSERVER.

(Established 1823.)

Undenominational.

Unsectarian.

Evangelical and National.

No paper in the country has more EXPERIENCE AND ABLE CORPS OF EDITORS.

Besides the regular Editors, the OBSERVER has a host of contributors and correspondents all over the world, including home and foreign missionaries, travelers, scholars, divines, poets, and literary men and women.

The Departments of Agriculture, Business, Domestic Teaching and Religious Work are conducted by experts, who write clearly and to the point. The OBSERVER does not fill its columns with long essays and sermons.

The New York Observer is a Live Newspaper,

Furnishing each week

A TRUTHFUL SHEET.

full of instructions, encouragement, and truth; and

A SECURE SHEET

containing all the news.

Price, \$1.15 per year. Special terms to Clergymen. Specimen copies free.

Address,

NEW YORK OBSERVER,

New York.

STENOGRAPHY.

BURNZ PHONIC SHORTHAND.

Instruction privately or in classes. For Terms, References, etc., call on or address,

MISS TRONSON,

Bloomfield Avenue, below Grove Street,

P. O. Box, 336.

COPIES OF THE NEW YORK OBSERVER.

Patent Pending.

COPIES OF THE NEW